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PTO/SB/21 (02-04)

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## TRANSMITTAL FORM

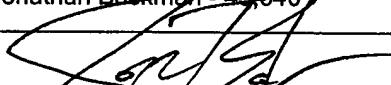
(to be used for all correspondence after initial filing)

		Application Number	09/852,229
		Filing Date	May 8, 2001
		First Named Inventor	Michael CRISTOFALO
		Art Unit	2611
		Examiner Name	Andrew J. Faile
Total Number of Pages in This Submission	14	Attorney Docket Number	559442003900

### ENCLOSURES (Check all that apply)

<input type="checkbox"/> Fee Transmittal Form  <input type="checkbox"/> Fee Attached  <input type="checkbox"/> Amendment/Reply  <input type="checkbox"/> After Final  <input type="checkbox"/> Affidavits/declaration(s)  <input type="checkbox"/> Extension of Time Request  <input type="checkbox"/> Express Abandonment Request  <input checked="" type="checkbox"/> Information Disclosure Statement (2 pages)  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/ Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Drawing(s)  <input type="checkbox"/> Licensing-related Papers  <input type="checkbox"/> Petition  <input type="checkbox"/> Petition to Convert to a Provisional Application  <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address  <input type="checkbox"/> Terminal Disclaimer  <input type="checkbox"/> Request for Refund  <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance communication to Technology Center (TC) <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): PTO/SB/08 (11 pages) along with (1) box of references.
		Remarks

### SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	MORRISON & FOERSTER LLP Jonathan Bockman - 45,640
Signature	
Date	November 23, 2004

CERTIFICATE OF HAND DELIVERY

I hereby certify that this correspondence is being hand delivered to:  
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below.

Dated: 11/23/04

Signature:

*Cherise Texidor*  
(Cherise Texidor)

PATENT  
Docket No. 559442003900



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In the application of:

Michael CRISTOFALO et al.

Serial No.: 09/852,229

Filing Date: May 8, 2001

For: TECHNIQUE FOR OPTIMIZING THE  
DELIVERY OF ADVERTISEMENTS  
AND OTHER PROGRAMMING  
SEGMENTS BY MAKING  
BANDWIDTH TRADEOFFS

Examiner: Andrew J. Faile

Group Art Unit: 2611

**SUPPLEMENTAL INFORMATION DISCLOSURE  
STATEMENT**

*Mail Stop Amendment*  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 C.F.R. § 1.97 and § 1.98, Applicants submit for consideration in the above-identified application the documents listed on the attached Form PTO-1449. Copies of the foreign and non-patent documents are also submitted herewith. The Examiner is requested to make these documents of record.

This Supplemental Information Disclosure Statement is submitted before mailing of a first Office Action on the merits; accordingly, no fee is required.

Applicants would appreciate the Examiner initialing and returning the Form PTO-1449, indicating that the information has been considered and made of record herein.

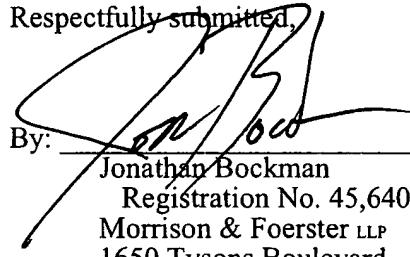
The information contained in this Supplemental Information Disclosure Statement under 37 C.F.R. § 1.97 and § 1.98 is not to be construed as a representation that: (i) a complete search has been made; (ii) additional information material to the examination of this application does not exist; (iii) the information, protocols, results and the like reported by third parties are accurate or enabling; or (iv) the above information constitutes prior art to the subject invention.

In the event that the transmittal form is separated from this document and the Patent Office determines that an extension and/or other relief (such as payment of a fee under 37 C.F.R. § 1.17 (p)) is required, Applicants petition for any required relief including extensions of time and authorize the Commissioner to charge the cost of such petitions and/or other fees due in connection with the filing of this document to **Deposit Account No. 03-1952** referencing 559442003900.

Dated: November 23, 2004

Respectfully submitted,

By:



Jonathan Bockman  
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<p>Form PTO-1449 INFORMATION DISCLOSURE CITATION IN AN APPLICATION</p> <p><i>(Use several sheets if necessary)</i></p> <p><i>O I P E J C 177</i> <i>NOV 23 2004</i> <i>U. S. PATENT &amp; TRADEMARK OFFICE</i></p>				Docket Number: 559442003900		Application Number: 09/852,229	
				Applicant		CRISTOFALO et al.	
				Filing Date: May 8, 2001		Group Art Unit: 2611	
				Mailing Date: November 23, 2004			
<b>U.S. PATENT DOCUMENTS</b>							
Examiner Initials	Ref. No.	Date	Document No.	Name	Class	Subclass	Filing Date If Appropriate
	1.	9/30/1952	2,612,553	HOMRIGHOUS			
	2.	1/15/1957	2,777,901	DOSTERT			
	3.	3/18/1958	2,826,828	HAMILTON			
	4.	10/13/1959	2,908,767	FRITZINGER			
	5.	1/19/1960	2,921,385	HAMILTON			
	6.	11/7/1961	3,008,000	MORCHAND			
	7.	2/6/1962	3,020,360	GRATIAN et al.			
	8.	7/13/1965	3,194,895	TREADWELL			
	9.	11/30/1965	3,221,098	FELDMAN et al.			
	10.	4/12/1966	3,245,157	LAVIANA			
	11.	6/14/1966	3,255,536	LIVINGSTON			
	12.	9/20/1966	3,273,260	WALKER			
	13.	11/15/1966	3,284,923	LESLIE			
	14.	9/26/1967	3,343,280	TOLNAI			
	15.	1/30/1968	3,366,731	WALLERSTEIN			
	16.	6/4/1968	3,387,084	HINE et al.			
	17.	4/22/1969	3,440,342	BELTRAMI			
	18.	11/11/1969	3,477,144	STILLIT			
	19.	12/23/1969	3,484,950	SERRELL et al.			
	20.	12/23/1969	3,485,946	JACKSON et al.			
	21.	11/10/1970	3,538,621	MAYEDA			
	22.	12/15/1970	3,546,791	KOOS et al.			
	23.	3/2/1971	3,566,482	MORCHAND			
	24.	4/20/1971	3,575,861	FLOSSMOOR, III			
	25.	8/31/1971	3,602,582	TORRICELLI			
	26.	11/30/1971	3,623,238	LAPLUME et al.			
	27.	2/15/1972	3,643,217	MORPHEW et al.			
	28.	5/30/1972	3,665,615	LAPLUME			
	29.	1/9/1973	3,708,891	ROSOV			
	30.	4/3/1973	3,725,571	JUSTICE			

Form PTO-1449				Docket Number: 559442003900	Application Number: 09/852,229	
<b>INFORMATION DISCLOSURE CITATION IN AN APPLICATION</b> <i>(Use several sheets if necessary)</i>				Applicant		
				CRISTOFALO et al.		
				Filing Date: May 8, 2001	Group Art Unit: 2611	
				Mailing Date: November 23, 2004		
	31.	5/1/1973	3,730,980	KIRK JR.		
	32.	9/4/1973	3,757,225	ULICKI		
	33.	10/2/1973	3,763,377	WESTON		
	34.	10/9/1973	3,763,577	GOODSON		
	35.	11/27/1973	3,774,316	MEIER		
	36.	6/4/1974	3,814,841	ULICKI		
	37.	7/23/1974	3,825,674	JUSTICE		
	38.	9/3/1974	3,833,760	TICKLE		
	39.	11/19/1974	3,849,594	JUSTICE		
	40.	12/31/1974	3,857,999	JUSTICE		
	41.	1/14/1975	3,860,745	TAKADA		
	42.	8/26/1975	3,902,007	JUSTICE		
	43.	10/28/1975	3,916,092	JUSTICE		
	44.	2/3/1976	3,936,595	YANAGIMACHI et al.		
	45.	4/6/1976	3,947,972	FREEMAN		
	46.	10/26/1976	3,988,528	YANAGIMACHI et al.		
	47.	11/9/1976	3,991,266	BAER		
	48.	7/12/1977	4,034,990	BAER		
	49.	8/2/1977	4,040,088	HANNAN		
	50.	8/23/1977	4,044,380	JUSTICE et al.		
	51.	3/14/1978	4,078,316	FREEMAN		
	52.	4/22/1980	4,199,781	DOUMIT		
	53.	1/13/1981	4,245,245	MATSUMOTO et al.		
	54.	4/28/1981	4,264,924	FREEMAN		
	55.	4/28/1981	4,264,925	FREEMAN et al.		
	56.	9/15/1981	4,290,142	SCHNEE et al.		
	57.	9/29/1981	4,292,649	MACHEBOEUF		
	58.	12/8/1981	4,305,131	BEST		
	59.	5/25/1982	4,331,974	COGSWELL et al.		
	60.	6/1/1982	4,333,152	BEST		
	61.	11/30/1982	4,361,730	BARBER et al.		
	62.	4/26/1983	4,381,522	LAMBERT		
	63.	8/16/1983	4,399,329	WHARTON		

Form PTO-1449

INFORMATION DISCLOSURE CITATION  
IN AN APPLICATION

(Use several sheets if necessary)

O I P E SCOTT  
NOV 23 2004  
ATLANTA TRADEMARK OFFICE

Docket Number: 559442003900	Application Number: 09/852,229
Applicant	CRISTOFALO et al.
Filing Date: May 8, 2001	Group Art Unit: 2611
Mailing Date: November 23, 2004	

64.	12/20/1983	4,422,105	RODESCH et al.			
65.	3/27/1984	4,439,784	FURUKAWA et al.			
66.	4/24/1984	4,445,137	PANOFSKY			
67.	4/24/1984	4,445,187	BEST			
68.	3/26/1985	4,507,680	FREEMAN			
69.	5/7/1985	4,516,156	FABRIS et al.			
70.	7/16/1985	4,530,008	MCVOY			
71.	8/20/1985	4,536,791	CAMPBELL et al.			
72.	10/8/1985	4,546,382	MCKENNA et al.			
73.	11/26/1985	4,555,730	BRIGGS			
74.	2/4/1986	4,569,026	BEST			
75.	2/18/1986	4,571,640	BAER			
76.	2/25/1986	4,573,072	FREEMAN			
77.	3/4/1986	4,574,305	CAMPBELL et al.			
78.	5/27/1986	4,591,248	FREEMAN			
79.	7/8/1986	4,599,611	BOWKER et al.			
80.	7/22/1986	4,602,279	FREEMAN			
81.	10/7/1986	4,616,261	CRAWFORD et al.			
82.	11/25/1986	4,625,235	WATSON			
83.	1/6/1987	4,635,132	NAKAMURA			
84.	2/17/1987	4,644,515	ALLEBEST et al.			
85.	3/3/1987	4,647,980	STEVENTON et al.			
86.	5/12/1987	4,665,431	COOPER			
87.	9/15/1987	4,694,490	HARVEY et al.			
88.	10/20/1987	4,701,896	ALLEBEST et al.			
89.	11/3/1987	4,704,725	HARVEY et al.			
90.	11/10/1987	4,706,121	YOUNG et al.			
91.	3/22/1988	4,733,301	WRIGHT, JR.			
92.	3/29/1988	4,734,764	POCOCK et al.			
93.	6/7/1988	4,750,036	MARTINEZ			
94.	8/9/1988	4,763,317	LEHMAN et al.			
95.	8/30/1988	4,768,087	TAUB et al.			
96.	10/11/1988	4,777,529	SCHULTZ			

Form PTO-1449				Docket Number: 559442003900	Application Number: 09/852,229	
INFORMATION DISCLOSURE CITATION IN AN APPLICATION				Applicant CRISTOFALO et al.		
(Use several sheets if necessary)				Filing Date: May 8, 2001	Group Art Unit: 2611	
				Mailing Date: November 23, 2004		
97.	10/25/1988	4,780,757	BRYER et al.			
98.	10/25/1988	4,780,758	LIN et al.			
99.	11/15/1988	4,785,349	KEITH et al.			
100.	11/22/1988	4,786,967	SMITH, III et al.			
101.	2/21/1989	4,807,031	BROUGHTON et al.			
102.	3/28/1989	4,816,905	TWEEDY et al.			
103.	4/11/1989	4,821,101	SHORT			
104.	6/13/1989	4,839,743	BEST et al.			
105.	7/11/1989	4,846,693	BAER			
106.	7/11/1989	4,847,690	PERKINS			
107.	7/11/1989	4,847,698	FREEMAN			
108.	7/11/1989	4,847,699	FREEMAN			
109.	7/11/1989	4,847,700	FREEMAN			
110.	8/8/1989	4,855,827	BEST			
111.	8/29/1989	4,862,268	CAMPBELL et al.			
112.	9/26/1989	4,870,591	CICCIARELLI et al.			
113.	10/17/1989	4,875,096	BAER et al.			
114.	10/24/1989	4,876,592	VON KOHORN			
115.	12/5/1989	4,884,974	DESMET			
116.	1/16/1990	4,894,789	YEE			
117.	2/27/1990	4,905,094	POCOCK et al.			
118.	4/10/1990	4,916,633	TYCHONIEVICH et al.			
119.	4/17/1990	4,918,516	FREEMAN			
120.	4/17/1990	4,918,620	ULUG			
121.	5/8/1990	4,924,303	BRANDON et al.			
122.	5/15/1990	4,926,255	VON KOHORN			
123.	5/29/1990	4,930,019	CHU			
124.	7/10/1990	4,941,040	POCOCK et al.			
125.	8/14/1990	4,949,170	YANAGIDAIRA et al.			
126.	10/23/1990	4,965,825	HARVEY et al.			
127.	10/30/1990	4,967,368	BOLLING et al.			
128.	11/20/1990	4,972,328	WU et al.			
129.	12/4/1990	4,975,771	KASSATLY			

Form PTO-1449 INFORMATION DISCLOSURE CITATION IN AN APPLICATION <i>(Use several sheets if necessary)</i>				Docket Number: 559442003900	Application Number: 09/852,229																																																																																																																																																																																																																																								
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134.	2/5/1991	4,991,011	JOHNSON et al.																																																																																																																																																																																																																																										
135.	2/19/1991	4,994,908	KUBAN et al.																																																																																																																																																																																																																																										
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